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AUDITOR-CONTROLLER

**COUNTY OF LOS ANGELES
DEPARTMENT OF AUDITOR-CONTROLLER**

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February 11, 2005

TO: Audit Committee

FROM: J. Tyler McCauley 
Auditor-Controller

SUBJECT: **SUNSET REVIEW FOR THE LOS ANGELES COUNTY BEACH
COMMISSION**

RECOMMENDATION

The Audit Committee recommend to the Board of Supervisors (Board) that the Los Angeles County Beach Commission's sunset review date be extended to December 31, 2009.

BACKGROUND

The Beach Commission (BC or Commission) was established by Board Order No. 184 on May 25, 1971 and is continued pursuant to Chapter 2.116.220 of the Los Angeles County Code. The most recent renewal was approved by the Board at their April 3, 2001 meeting.

The BC advises and makes recommendations to the Board and the Department of Beaches and Harbors (DBH) on matters that are related to County operated beaches such as public policy, capital projects, contracts, safety, and environmental protection. The BC also assists the Board and the DBH in the application process for State and federal grants.

The Commission consists of twenty members, ten members appointed by the Supervisor of the Fourth Supervisorial District, seven members appointed by the Supervisor of the Third Supervisorial District, and one member each appointed by the Supervisors of the First, Second, and Fifth Supervisorial Districts. Membership is comprised of experts, laypersons, and spokespersons for those groups and individuals who support coastline conservation. Commissioners do not receive compensation.

The BC is required to meet once a month. The Director of the DBH can waive the meeting requirement if the Commission agenda has no items requiring action. From January 1, 2000 to September 30, 2004 the BC held 32 meetings with an average attendance of 13 (65%) members. The DBH provides staff support to the BC. The

DBH estimates annual Commission expenditures of \$28,124 for staff support and other expenses.

JUSTIFICATION

The BC's mission is to review public policies, capital projects, and contracts that are related to County operated beaches and make recommendations to the Board and the DBH. The Commission also serves as an important component of the DBH's communications strategy, to provide accurate and timely information to the beach communities and other interested parties. During this review period, the Commission's accomplishments included:

- Made recommendations to the DBH on marketing sponsorship agreements resulting in an estimated \$6.5 million in cost savings and \$17.9 million in revenue for the County. The following are some of the marketing sponsorship agreements that helped support public services on County beaches:
 - The Lifeguard Uniform Sponsorship Agreement with Phillips-Van Heusen
 - An exclusive beverage sponsorship with Great Spring Waters of America Inc. (Arrowhead and Perrier bottled water)
 - The Lifeguard Tower Safety Sign Agreement with Viacom
 - The Lifeguard Vehicle Sponsorship Agreement with Nissan North America, Inc.
 - The Telephone Kiosk Sponsorship Agreement and the Lifeguard Tower Safety Sign Sponsorship Agreement with Verizon California, Inc.
- Provided feedback to the DBH on coastline preservation and reclamation projects involving storm water run off, storm drain improvements, lagoon and creek habitat restoration, and beach renourishment.
- Reviewed and endorsed grant applications resulting in funds for the development of Dan Blocker Beach and the Dockweiler State Beach Youth Center.

For the next evaluation period, the BC will continue to make recommendations to the DBH and the Board regarding coastal preservation, marketing sponsorship agreements, contracts, water quality, shoreline renourishment, and erosion replenishment programs.

Please call if you have any questions.

JTM:MMO:IDC
Attachments

c: Violet Varona-Lukens, Executive Officer
Robin A. Guerrero, Chief, Board Operations
Jim Corbett, Manager, Commission Services
Stan Wisniewski, Director, Department of Beaches and Harbors
Jeffrey D. Jennings, Esq., Chair, Beach Commission

COMMISSION SUNSET REVIEW
LOS ANGELES COUNTY BEACH COMMISSION
REVIEW COMMENTS

Mission. (Does the mission statement agree with the Board of Supervisors' purpose and expectations?)

Stated mission is as set forth in the ordinance creating the Commission.
CONCUR

Section 1. Relevancy. (Is the mission still relevant and in agreement with the Board of Supervisors' purpose and expectations?)

The BC's mission is to review public policies, capital projects, and contracts that are related to County operated beaches and make recommendations to the Board and the DBH. The Commission also serves as an important component of the DBH's communications strategy, to provide accurate and timely information to the beach communities and other interested parties. **RELEVANT**

Section 2. Meetings and Attendance. (Are required meetings held and is attendance satisfactory?)

The BC is required to meet once a month. The Director of the DBH can waive the meeting requirement if the Commission agenda has no items requiring action. From January 1, 2000 to September 30, 2004 the BC held 32 meetings with an average attendance of 13 (65%) members. **SATISFACTORY**

Sections 3 and 4. Accomplishments and Results. (Are listed accomplishments and results significant?)

During this review period, the Commission's accomplishments included:

- Made recommendations to the DBH on marketing sponsorship agreements resulting in an estimated \$6.5 million in cost savings and \$17.9 million in revenue for the County. The following are some of the marketing sponsorship agreements that helped support public services on County beaches:
 - The Lifeguard Uniform Sponsorship Agreement with Phillips-Van Heusen
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- Provided feedback to the DBH on coastline preservation and reclamation projects involving storm water run off, storm drain improvements, lagoon and creek habitat restoration, and beach renourishment.
- Reviewed and endorsed grant applications resulting in funds for the development of Dan Blocker Beach and the Dockweiler State Beach Youth Center. **SIGNIFICANT**

Section 5. Objectives. (Are the objectives compatible with the mission and goals and relevant within the current County environment?)

For the next evaluation period, the BC will continue to make recommendations to the DBH and the Board regarding coastal preservation, marketing sponsorship agreements, contracts, water quality, shoreline renourishment, and erosion replenishment programs. **RELEVANT**

Section 6. Resources. (Are the resources utilized by the entity in support of the entity's activities warranted in terms of the accomplishments and results?)

The DBH provides staff support to the BC. The DBH estimates annual Commission expenditures of \$28,124 for staff support and other expenses. **WARRANTED.**

Section 7. Recommendation.

EXTEND THE SUNSET REVIEW DATE FOR THE LOS ANGELES COUNTY BEACH COMMISSION TO DECEMBER 31, 2009.

ATTENDANCE RECORD

Average Attendance Per Meeting 12.9